Title (en)

Method for inserting an advertising clip into a video sequence and corresponding device

Title (de)

Methode für die Einfügung eines annoncierenclips in eine videoreihenfolge und entsprechende Vorrichtung

Title (fr)

Méthode d'insertion de clips publicitaires dans une séquence d'images vidéo et appareil correspondant

Publication

EP 2175654 A1 20100414 (EN)

Application

EP 09171920 A 20091001

Priority

FR 0856779 A 20081007

Abstract (en)

The present invention relates to a method for processing pictures intended to insert an advertising clip at a point, called insertion, between two pictures of a sequence of video pictures, called video sequence, comprising the following steps: - generating (E1) a salience map representing the salience of the video sequence preceding the insertion point, - generating (E2), for each advertising clip of a set of advertising clips, a salience map, - determining (E3), for each advertising clip of said set of advertising clips, a degree of similarity between the salience map of the video sequence and the salience map of said advertising clip, said degree of similarity being representative of the comparison between the location of the salience zones on both said maps, - selecting (E4), among said set of advertising clips, the advertising clip having the highest degree of similarity, and - inserting (E5) the advertising clip selected into the video sequence at the insertion point.

IPC 8 full level

H04N 7/24 (2011.01)

CPC (source: EP US)

G11B 27/036 (2013.01 - EP US); **H04N 21/23418** (2013.01 - EP US); **H04N 21/23424** (2013.01 - EP US); **H04N 21/44016** (2013.01 - EP US); **H04N 21/812** (2013.01 - EP US); **H04N 21/8455** (2013.01 - EP US)

Citation (applicant)

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Designated contracting state (EPC)

AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HR HU IE IS IT LI LT LU LV MC MK MT NL NO PL PT RO SE SI SK SM TR

Designated extension state (EPC)

AL BA RS

DOCDB simple family (publication)

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DOCDB simple family (application)

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